



US005913040A

United States Patent [19]

Rakavy et al.

[11] Patent Number: 5,913,040

[45] Date of Patent: Jun. 15, 1999

- [54] **METHOD AND APPARATUS FOR TRANSMITTING AND DISPLAYING INFORMATION BETWEEN A REMOTE NETWORK AND A LOCAL COMPUTER**
- [75] Inventors: **Yuval Rakavy; Eli Barkat**, both of Jerusalem, Israel
- [73] Assignee: **Backweb Ltd.**, Jerusalem, Israel
- [21] Appl. No.: **08/517,666**
- [22] Filed: **Aug. 22, 1995**
- [51] Int. Cl.⁶ **G06F 13/00**
- [52] U.S. Cl. **395/200.62; 395/200.47; 395/200.54; 370/229**
- [58] Field of Search **395/200.01, 200.07, 395/200.11, 200.13, 200.3, 200.47, 200.54, 200.62, 200.65; 370/229, 230, 232, 235, 234; 348/10, 522**

[56] References Cited

U.S. PATENT DOCUMENTS

- | | | | |
|-----------|---------|--------------------|------------------|
| 4,719,567 | 1/1988 | Whittington et al. | 364/DIG. 1 |
| 4,799,146 | 1/1989 | Chauvel . | |
| 5,099,420 | 3/1992 | Baxlow et al. | 395/299 |
| 5,105,184 | 4/1992 | Pirani et al. . | |
| 5,165,012 | 11/1992 | Crandall et al. . | |
| 5,220,564 | 6/1993 | Tuch et al. | 370/94.1 |
| 5,283,639 | 2/1994 | Each et al. . | |
| 5,285,442 | 2/1994 | Iwamura et al. | 370/234 |
| 5,305,195 | 4/1994 | Murphy . | |
| 5,313,455 | 5/1994 | van der Wal et al. | 370/232 |
| 5,319,455 | 6/1994 | Hoarty et al. . | |
| 5,321,740 | 6/1994 | Gregorek et al. . | |
| 5,347,632 | 9/1994 | Filepp et al. . | |
| 5,355,501 | 10/1994 | Gross et al. . | |
| 5,361,091 | 11/1994 | Hoarty et al. . | |

- | | | |
|-----------|---------|------------------------------------|
| 5,390,172 | 2/1995 | Kuang . |
| 5,412,416 | 5/1995 | Nemirofsky . |
| 5,455,826 | 10/1995 | Ozveren et al. 370/232 |
| 5,488,609 | 1/1996 | Hluchyj et al. 370/84 |
| 5,504,744 | 4/1996 | Adams et al. 370/232 |
| 5,555,377 | 9/1996 | Christensen et al. 395/200.11 |
| 5,600,364 | 2/1997 | Hendricks et al. 348/1 |
| 5,604,542 | 2/1997 | Dedrick 348/552 |
| 5,675,742 | 10/1997 | Jain et al. 395/200.56 |

OTHER PUBLICATIONS

J. Rigdon, Coming Soon to the Internet: Tools to Add Glitz to the Web's Offerings, Wall Street Journal, Aug. 15, 1995.
 J. Martin, TCP/IP Networking, PTR Prentice Hall, 1994 (pp. 147-148).

Primary Examiner—Meng-Ai T. An

Assistant Examiner—Walter D. Davis, Jr.

Attorney, Agent, or Firm—Skadden, Arps et al.

[57] ABSTRACT

Methods and apparatus are provided for selecting advertisements and other information from a computer network database based on user defined preferences and transmitting the selected advertisement in background mode over a communications link between the computer network and a local computer with minimal interference with other processes communicating over the communications link. This method includes monitoring the communications link and transmitting portions of the advertisement when the communications link utilization is below a preestablished threshold. Methods and apparatus are also provided for displaying or otherwise presenting the selected advertisements on the user's computer. Additional methods and apparatus are provided for selecting and presenting information stored on a local storage media based on user defined preferences.

14 Claims, 8 Drawing Sheets

